

**MENDOCINO COUNTY TOURISM COMMISSION, INC.**

**MARKETING COMMITTEE AGENDA**

“The Marketing Committee shall be composed of a maximum of seven (7) voting members as follows: (i) one (1) Director of the Corporation; (ii) six (6) members-at-large; and (iii) the Executive Director or its designee. The Marketing Committee chair shall be elected by a majority of committee members. The Committee shall be responsible for advising and making recommendations to the Board in fulfillment of its duties and obligations regarding all marketing activities and issues, including but not limited to advertising, public relations and website activities.” - bylaws, Article 6, Section 6.1, (d) (iv)

**DATE:** WEDNESDAY, JANUARY 25, 2017

**TIME:** 10:00AM

**LOCATION:** Visit Mendocino County, 345 N. Franklin St., Fort Bragg CA 95437

**CALL-IN:** Visit Mendocino County, 390 W. Standley St., Ukiah CA 95482

*\*Please note: In accordance with the Brown Act, call-in locations must be listed on the agenda. If anyone from the public is calling in during the meeting, it must be done from or at the locations above.*

**CALL-IN:** (712) 770-4700 **ACCESS CODE:** 713704

1. CALL TO ORDER
2. ROLL CALL
3. PUBLIC COMMENT - *Brown Act Requirements: Pursuant to the Brown Act, the Committee cannot discuss issues or take action on any requests during the comment period*
4. APPROVAL OF MINUTES OF DECEMBER 12, 2016 MARKETING COMMITTEE MEETING
5. STRATEGIC PLAN UPDATE
   1. UPCOMING WORKSHOPS – JANUARY 30 & 31
6. REVIEW 2017-18 PROPOSED MARKETING & PR BUDGET
   1. MARKETING & PR GOALS DISCUSSION
7. MARKETING AGENCY SEARCH, REVIEW OF FEES & FINAL RECOMMENDATION
   1. PROPOSED SCOPE OF WORK FOR MARKETING AGENCY
8. UPDATE ON 2016/17 MARKETING BUDGET
   1. FUNDS USED OR CONTRACTED TO DATE
   2. MEDIA EXPENSES
   3. MARKETING OPPORTUNITIES
      1. VIA E-NEWSLETTER OPPORTUNITY
      2. BAY AREA LIFE: <https://vimeo.com/user38965698/review/159844645/69d53d13d0>
      3. GIANTS YEARBOOK PROPOSAL
9. RESULTS OF MARKETING PROGRAMS – SPECIFIC PROGRAM RESULTS
10. WEBSITE UPDATE
11. CONSUMER E-NEWSLETTER FREQUENCY
12. MARKETING, SALES & COMMUNICATIONS SUMMIT UPDATE
13. FUTURE AGENDA ITEMS

**NEXT MEETING DATE**

**ADJOURN**